Consultant Reports

MHLS Director's Association

Meeting of Thursday, May 7, 2015

Merribeth Advocate, Assistant Director

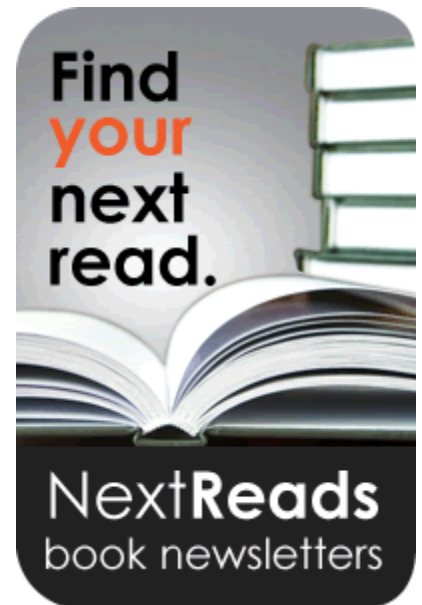1. **Upcoming workshops that will help to increase circulation:**
   a. **Throw the Bums Out – Effective Weeding for Increasing Circulation**
      i. Jun 2 at MHLS from 12:30pm-2:30pm (after the DA meeting)
      ii. Jun 3 at Saugerties from 10am-12pm.
   b. **Collection Development Through OverDrive – Best Practices for Increasing Digital Circulation**
      i. Jul 14 at MHLS from 12:30pm-2:30pm (after the DA meeting)
      ii. Jul 20 at Saugerties from 10am-12pm.
   c. **MHLS Removing Barriers Mini-Conference** – Keynote Speaker **Aaron Schmidt** (author of the 2014 book "Useful, Usable, Desirable: Applying User Experience Design to Your Library" and popular blogger at http://www.walkingpaper.org/)
      i. November 18 at MHLS (snow date if needed is 11/20)

2. **NextReads:**
   a. **Name Change:** We used to call it "Hudson Valley Reads" but are transitioning system-wide to use the vendor name of NextReads, to promote the readers advisory element, and take advantage of the prepared promotional materials.

   b. **What is it? Email Newsletter for Readers!** NextReads newsletters deliver reading recommendations directly to patron inboxes. They are the ideal solution for busy librarians because they save staff time and help build connections to readers. NextReads newsletters are written by the award-winning book experts at NoveList. More than 20 themed newsletters (listed below) on topics readers love. Readers choose their favorite genres, then receive e-Newsletters delivered to their email inbox. Each newsletter includes new releases as well as older titles grouped by themes, increasing awareness of the hottest new releases as well as the forgotten gems. Titles link automatically to the library catalog so readers can easily place holds on titles that interest them. Encourage your patrons to sign up at http://midhudson.org/for-the-public/nextreads/

Armchair Travel	Fantasy
Audiobooks	Fiction A to Z
Biography and Memoir	Historical Fiction
Business and Personal Finance	History and Current Events
Christian Fiction	Home, Garden, and DIY

Horror	Picture Books
Kids Books	Popular Culture
Mind and Body Fitness	Romance
Mystery	Science Fiction
Nature and Science	Spirituality and Religion
New York Times Fiction	Teen Scene
Bestsellers	Thrillers and Suspense
New York Times Nonfiction	Tween Reads
Bestsellers	

c. **Book Display Newsletter for staff:** Info below. Book Display Ideas is a private list and is not available via the NextReads patron sign-up screen.Email me at madvocate@midhudson.org with the email addresses of your staff that would like to receive the Book Display Ideas monthly e-newsletter.

# Book Display Ideas Newsletter - from NextReads

Although most NextReads newsletters are written for patrons, there's one that's specially crafted for all of the awesome librarians out there: Book Display Ideas. Why? Because we like you... And because we value your time and know it can be both time-consuming and tough to come up with fresh ideas month after month, year after year.

With this newsletter, we leave the easy pickings alone (we don't need to tell you to display Christmas books at Christmas, though we might suggest a "Christmas in July" theme in July). Our goal is to either put a new spin on a regular holiday, such as highlighting books about hats for a nontraditional Easter bonnet display, or find anniversaries and celebrations that could work as a theme (examples from recent newsletters include: "Previous ALA Youth Media Award Winners," in anticipation of this year's January ceremony; "Australian Novelists," in honor of Australia Day; "Prohibition," to celebrate the 80th anniversary of the repealing of the 18th Amendment; and "time in the title," to mark Daylight Savings Time on March 9). We look for interesting topics that have actually had books written about them as well as ones that will appeal to a broad array of people.

Each month, the newsletter contains three display ideas, with four book examples each. Each section lists an age range (juvenile, adult, or all ages) and notes if the books are fiction or nonfiction or a combination -- but these are really suggestions and implementation can vary depending on what librarians need that month. Along with the books we list for each theme, we also offer either subject headings or search strategies to help find librarians easily find more books to fill out the display.

The way we come up with ideas is probably pretty similar to what you do yourself (checking reference resources, websites, library catalogs, etc.), except the ideas in the newsletter have been parsed for you and come straight to your inbox! Now you don't have to spend a lot of time reviewing various sources, because we provide options for you. In fact, just in case our main ideas don't work for you, we always include a "Still looking for ideas?" section at the end of each newsletter that offers more suggestions.

DMV Insert: This insert will be placed in registration renewals (and possibly license renewals at a later date) by the central DMV office in Albany. The Division of Library Development asked us to share this with you so you know your patrons may receive one in the mail and may inquire about NOVELNY at their local library.
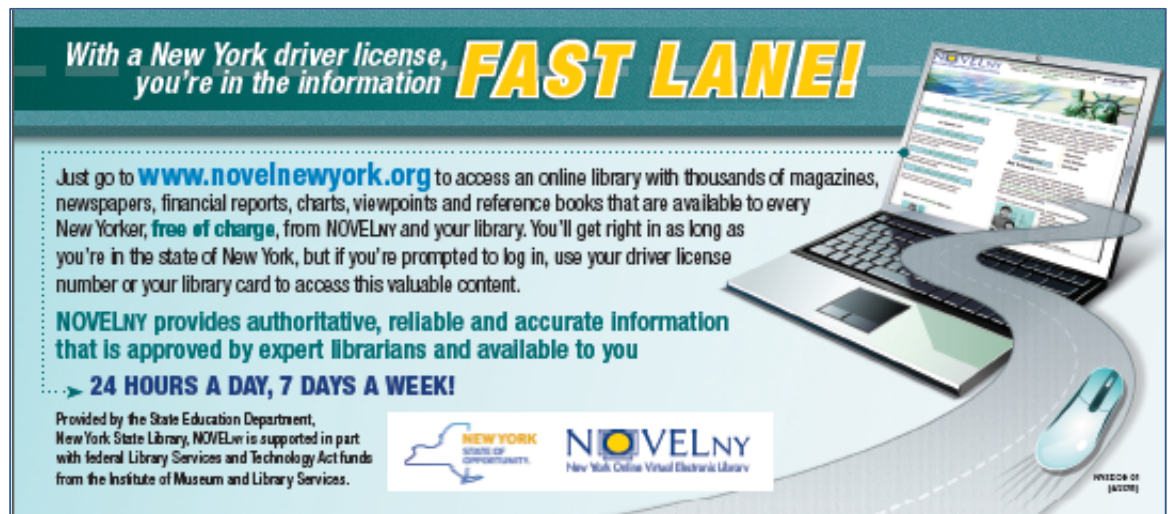
Rebekkah Smith Aldrich, Coordinator for Library Sustainability

1. **Bullet Aid Requests should be sent as soon as possible to your NYS Senators.** Please refer to the 4.9.15 email to the MHLS Directors list (from me) for the *Bullet Aid Request Template* provided by the New York Library Association. Can't find it? Just let me know and I'll forwarded that to you again. *We encourage ALL libraries to submit a request*. You could request funds for a capital project, programming that benefits a particular segment of your community, technology… make your ask specific and something a legislator would be proud to announce in a press release!

2. **Property Tax Freeze Efficiency Plan:** Unfortunately, due to the low number of libraries asking MHLS to coordinate a plan combined with the uncertainty of such a plan being found acceptable by the NYS Division of Budget (DOB) **MHLS *will not* be spearheading a shared plan for your library to sign on to**. Eligible libraries planning to pursue rebate on behalf of their taxpayers will need to pursue the submittal of their own plan.
   a. Plans must be submitted **by June 1, 2015.**
   b. **The plan is to be submitted online.** You will need to register with the NYS Division of Budget to facilitate this.
      1. Please visit http://www.budget.ny.gov/
      2. *Click to enter*
      3. You will be asked for a first and last name and an email address
      4. Once that information is submitted an email will be sent to the supplied email address with login data
      5. Plans do not need to be entered in one session
      6. The original access code will be needed every time you access your plan

3. **State Aid for Public Library Construction Program**
   a. **A new MHLS resource page supporting this grant program has been created:**
      http://midhudson.org/nysconstructiongrant/

     i. Slides from the 4.24.15 webinar, "Introduction to the State Aid for Public Library Construction Grant Program" are available on this site.

  b. **Construction Needs Action Memo is due FRIDAY, MAY 8.** All member library directors are required to file at least part 1 of this memo with me. Thank you for your attention to this.

  c. **Timeline for Applicants:**
     i. May 8 Construction Needs Memo Due
     ii. June 1: Online Application Available (tentative)
     iii. June 18: Technical Assistance workshop @MHLS
     iv. August 5: Grant Application Deadline
     v. September 16: MHLS Board of Trustees Meeting where award recommendations should be finalized
     vi. October 1: Application finalization and submission to the NYS Division of Library Development (aka "the System deadline")
     vii. May/June 2016: Notification of Award from State Librarian
     viii. July 2016: 90% of award paid out

4. **Library Champion Bookmark:** The New York Library Association (NYLA) and the Civil Service Employees Association (CSEA) have partnered to create a "Library Champions" bookmark useable year round to build our list of library advocates that are interacting with the NYLA Online Advocacy Center (OAC). Our Government Relations expert at NYLA, Mike Neppl, has challenged the library community to build our list, we need *more than double* the number of advocates currently enrolled in the OAC to make more of an impression during budget negotiations. The bookmark is appropriate for use year-round. NYLA will provide a letter in the OAC that can be sent at any time of year so that people new to the interface can take action right away, not just January - April. A pack of these bookmarks will be coming to your library, **we ask that you *help NYLA help you* by distributing these to your trustees, Friends, patrons and staff who are not current users of the OAC.**

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5. **990 Submission Deadline is very soon for tax exempt libraries and Friends Groups**: Libraries and Friends Groups with their own "501C3 status," tax exempt status in the eyes of the IRS, need to file an annual financial report with the IRS. Most small tax-exempt organizations whose annual gross receipts are normally $50,000 or less are required to electronically submit Form 990-N, also known as the e-Postcard. Those bringing in more are required to file Form 990 or Form 990-EZ instead. The e-Postcard is due every year by the 15th day of the 5th month after the close of your tax year (fiscal year). So, for example, if your fiscal year ended December 31, the e-postcard is due May 15 of the following year. For more information: http://1.usa.gov/1e0Fl7f
   a. *Please note: If you fail to submit the appropriate paperwork for three consecutive years you will automatically lose your tax-exempt status.*

6. **Survey of MHLS area Friends Groups:** We will once again be conducting a survey of member library Friends Groups, this will be in the form of an action memo. We'll be issuing this to directors. If you don't have a Friends Group, simply indicate that you do not and you are done. If you do, please work with your Friends' President to complete the survey. The goals is to fresh data we have about the number of active groups, their tax exempt status, membership levels, fundraising activities and developmental issues.

7. **Very limited number of seats are left for the 2 "Policy Clinics" focused on Internal Financial Controls scheduled for the end of the month.** Please put yourself on the waiting list if you find your preferred session closed out, that will help me predict interest for additional dates/locations.
   a. Thursday, May 28th @MHLS
   b. Friday, May 29th @Phoenicia Library

8. **New "eCommunications" page** on http://midhudson.org: A new page has been added to the "About Us" drop down menu to consolidate access to electronic communication interfaces between the System and member libraries and member library-to-member library and beyond.

Robert Drake, Technology Operations Manager

Technology Operations Overview

1. **Ticket System for All Requests:**
   - Hello everyone, just a reminder that all Sierra, website, tech everything queries should go to techsupport@midhudson.org. This goes into our ticket system which is directly accessed by five different staff people including myself, Gerry Formby, and Thomas O'Connell. Unlike our individual emails, multiple people are tracking whether or not tickets are resolved in timely fashion.
   - To this end, please remind your staff to use this as well. While we endeavor to get through every email they send, tickets receive a much faster resolution due to the number of people simultaneously working to solve them.

IT/Technology Research, Programming, News

2. **Highlighting Public-Facing Technologies:** In the coming months, I am hoping to highlight interesting uses of technology, especially those that are public facing or related to programming. I would especially love to be able to give some air time to libraries doing existing projects so please send along interesting things you might be doing.

   - **Reddit:** As an initial introduction to this, I want to highlight Reddit, a news aggregate site. Individual users **can create or join sub-reddits** are specific sections that receive postings related to their subject matter which are frequently topic or regional based. This could be an interesting environment to publicize various programs and or an additional venue by which to engage the community.

     Local subreddits I was able to find. (For towns without subreddits, these could be created by the library.)

       - http://www.reddit.com/r/beacon
       - http://www.reddit.com/r/brewsterNY
       - http://www.reddit.com/r/catskills
       - http://www.reddit.com/r/PhilmontNY
       - http://www.reddit.com/r/poughkeepsie
       - http://www.reddit.com/r/mahopac
       - http://www.reddit.com/r/NewPaltz
       - http://www.reddit.com/r/TivoliNY
       - http://www.reddit.com/r/hudsonvalley -> by far the largest of the regional subreddits.

     Additional there are a variety of professional subreddits that may be useful.

       - http://www.reddit.com/r/libraries
       - http://www.reddit.com/r/bookreviews

Sierra/ILS

3. **Sierra Q&A Webinar:**
   - Automation Coordinator Thomas O'Connell will offer his third lunchtime webinar of training and Q&A on **Wednesday May 27th at noon**. The session will take place via a Goto Meeting session and last about 45 minutes. There is a 15 person attendance limit, so register on our calendar if you'd like to attend.
   - If you have ideas about topics you would like to see covered in potential future sessions, please contact Thomas at toconnell@midhudson.org or call him at (845) 471-6060, ext. 221.

4. **Sierra Recorded Trainings**
   - Based on last month's requests and the ongoing popularity of Tom O'Connells we have created and will be creating additional recorded versions of these trainings. Instead of simply recording an existing ongoing training we are developing these specifically to be recorded which makes them substantially shorter and more accessible.
   - To view our current and future webinars please visit the home page of the knowledgebase.

5. **Ebook Weighting in Catalog:** While the exact algorithm used to order items in the catalog under the default search is proprietary we do know the following things.

    1. Highest priority is given to exact matches against the title or author field
    2. At least two additional criterial are used to weight from there.
        a. Number of copies in the system
        b. Number of direct matches of the search term within subject headings

    Frequently however, ebooks/audiobooks will be separated from the physical formats of the same title despite sometimes having more (digital) copies in the system and an equal number of direct matches in the record.

    The reason for this is that Sierra does not weight digital copies in anyway. A title with 10 digital copies has, by Sierra's weighting, the equivalent of 0 copies in the system and is thusly weighted well below all other formats.